

LOGO FORMATS

To the right are all the acceptable color variations of the CBHC logo. Please follow the guidelines below to maintain consistent, functional and attractive use of the CBHC logo.

PLEASE DO NOT:

- Use any color combinations for the logo other than those approved on this page.
- Distort or crop the logo in any way.
- Change the font used in the logo.
- Change the letterspacing of the logo typography or change its proportional size or location.
- Shade, shadow or texture the logo.
- Place the logo in any position other than upright.
- Alter the placement of the mark, signature or tagline.
- Use the logo's children icon anywhere but within the logo itself. The children icon is to be used only as part of the defined logo lockup.



Primary logo PMS, CMYK or RGB

This is the preferred version of the logo for all digital applications and print applications that are two or more colors.



One Spot Color: CBHC Logo Blue

For visual consistency, use the CBHC logo's blue color, PMS 3005, as the color of choice for one-color print applications.



Grayscale

Use this version of the logo for print applications that are reproduced only in grayscale. Use only in applications with good print quality in order to preserve legibility.



Black

Like the grayscale logo, use this version of the logo for print applications that are reproduced only in grayscale. This logo is ideal for applications printed with low fidelity, such as faxed documents.



White

Use this version of the logo for instances where the logo is placed on a dark colored background. Use only if the logo cannot be placed successfully on a lighter background.

LOGO PLACEMENT

Always use the two-color version of the logo when possible. For this version of the logo, the preferred background color is white or other light-valued hues.

If there is not sufficient space available for the two-color logo to legibly appear, then use a solid one-color version that allows the logo to stand out in the design.

Generally speaking, to assure the legibility of the logo, please allow for sufficient contrast between the logo and its surrounding environment. The reference guide to the right illustrates examples of correct and incorrect logo/background combinations.

On any two or more color applications, use on a white or nearly white background.

On one color print applications, use on a white or nearly white background.

In black and white applications, use on a white or light-valued background.

In black and white applications, use on a light-to-medium-valued background.

In any colored application, use on a medium-to-dark-valued background.

Correct use



Incorrect use



CO-BRANDING GUIDELINES

The guidelines on this page are designed to help assure correct and consistent co-branding of the CBHC logo with identities of programs and/or other organizations. To the right, four possible co-branding scenarios are outlined.

Some general rules apply:

If a CBHC-driven initiative, CBHC should always be the first logo seen in a series of logos/identities, therefore, always place the CBHC logo to the left.

When typing out the name of a program (only in the case that the program doesn't have a logo), use Sansa Normal in all uppercase letters. This will help visually distinguish the program from the CBHC logo while feeling consistent with CBHC visual identity rules.

Whenever placing logos or text beside the CBHC logo, be sure to follow guidelines for CBHC logo clearspace on page 15.

Co-branding with Logo of Equal Prominence

Always position CBHC logo to the left of accompanying logo. Align logos along a horizontal axis, making sure the accompanying logo is optically no more prominent than the CHBC logo.

Co-branding with Logo of Lesser Prominence

Always position CBHC logo to the left of accompanying logo. Use the horizontal lines of the CBHC logo as basic guidelines for aligning and sizing the less prominent program/organization logos.

Co-branding with Name of Program of Equal Prominence

Use this treatment when co-branded program has no logo. Position text to the right of the CBHC logo, centering vertically between the horizontal lines of the logo and scaling no taller than half the height between the two horizontal lines. See diagram to the right.

Co-branding with Name of Program of Lesser Prominence

Use this treatment when co-branded program has no logo. Position the name of the organization below the logo's tagline, being sure the extremities do not extend wider than "Childrens Board Hillsborough County." The program name should feel less prominent than the CBHC name. Note the addition of the extra horizontal line to separate program name from CBHC tagline.



25x
5x
25x